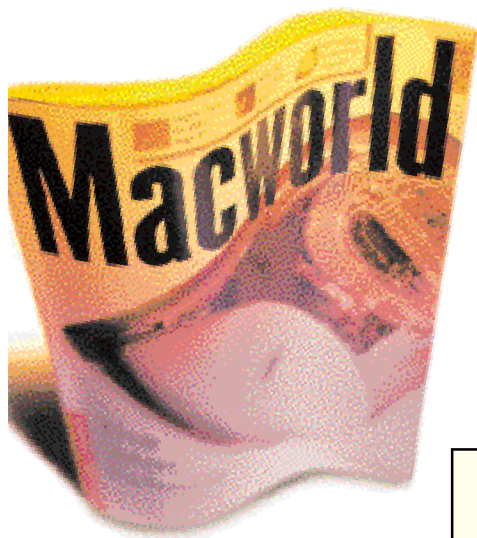


# Macworld

# editorial content

www.macworld.com



## THE MAC PRODUCT EXPERTS

*Only Macworld combines objective lab testing with 20 years of market experience to give readers the perspective, advice, and inspiration to get the most out of their Macintosh. Macworld provides Mac users with expert technological advice, useful instructional content, and timely product evaluations to help them make smart buying decisions.*

### AWARD WINNING CONTENT

*Macworld*, the most widely-read Macintosh magazine, has won a myriad of editorial and design awards over the years including seven in 2002 from The American Society of Business Publication Editors (ASBPE).

### Reviews

The heart of *Macworld's* editorial content, our Reviews section provides timely, thorough, and accurate evaluation of a variety of Macintosh products. The *Macworld* editors often review new products before their official release. These products may be featured in stand-alone reviews or included in shoot-outs with similar products in a category. In addition, *Macworld's* familiar mouse ratings remain the most trustworthy mark of quality in the Macintosh industry.

### News

*Macworld's* Mac Beat section brings you the latest news on Mac products, from exciting new announcements to forward-looking previews of technologies that will affect the next wave of innovative Mac add-ons and applications. Mixing hard-nosed news reporting with a sense of fun and enthusiasm, Mac Beat is a must-read source for information on products you haven't heard of yet—but will hear of soon.

### Features

Every month the experts at *Macworld* give an in-depth look at forthcoming products and compelling Macintosh technologies. From high-powered product analysis to comparative research of entire classes of Macintosh products, *Macworld* features provide the most comprehensive look at a variety of important topics in the Macintosh industry.

### How-To

*Macworld's* popular instructional articles are found in our "Secrets" section. From detailed step-by-step tutorials to in-depth columns on advanced topics, this section gives readers the know-how to perform complex tasks with ease. Topics covered include tips and tricks for Mac OS X and key applications for digital photography and video, Web design, publishing, illustration and more. In addition, the monthly Mac 911 column answers reader questions and provides productivity-boosting tips and tricks.

# Macworld

# editorial content

## The Macworld Brand

*Macworld* is the leading media brand of the Macintosh market. To ensure unmatched coverage, *Macworld* has developed a number of brand extensions to fulfill a wide-range of reader interests.

**Macworld**  
THE MAC PRODUCT EXPERTS



**Macworld**  
PRODUCT FINDER

**Macworld**  
**BEST**  
**OF SHOW**  
2 S O ★ O F 3



## Macworld's Mouse Ratings

*Macworld's* industry-standard mouse ratings provide readers with the advice they need to buy with confidence. Widely recognized as a seal of quality, a *Macworld* mouse rating is an instant summary of product performance.

## Macworld.com

Macworld's companion Web site provides in-depth reporting, news analysis, product reviews, and compelling features on the latest Macintosh technology. All of this combined with Macworld's popular forums, makes Macworld.com the premier site for all things Mac.

## Macworld Product Finder

Now there's a single place where you can find top Mac products on the Web, from a variety of online retailers. Macworld Product Finder sorts and compares products by category and provides true pricing information for better comparison. The Macworld Product Finder is your comprehensive resource for choosing the best Macintosh products, finding the lowest prices, and buying with confidence.

## Macworld Conference & Expo

The premier Macintosh events of the year, Macworld Conference & Expo is the only place to see, try, and buy thousands of ground-breaking Macintosh products. These extraordinary events offer professionals and consumers alike the opportunity to experience all the excitement the Mac market has to offer.

## Macworld Best of Show Awards

Presented at various tradeshow, the Best of Show Awards represent an honor highly coveted within the Macintosh industry. To be eligible for consideration, *Macworld* editors must see the product in action, and it must be either making a public debut at the event or recently introduced and likely to generate excitement at the show.

## Editors' Choice Awards

The Macintosh industry's highest distinction for product development, the "Eddy" awards are given annually by the *Macworld* editors to honor the top software and hardware products in the market. "Eddy" award-winners are evaluated for their technological innovation, quality, performance, user friendliness, and value.

# Macworld market



## Switch:

Apple Computer has recently been convincing a wide variety of computer users to switch - encouraging current Mac users to convert to OS X, aggressively going after new customers with the PC "switch" campaign, and reaching out to enterprise network administrators with its recent release of Xserve. These strategies are working. Along with the wildly popular iPod MP3 player and profitable network of retail stores, Apple is poised to expand its customer base and defy the grim outlook for the rest of the technology market. And Macworld will continue to provide these customers with the best advice for buying and using Apple's excellent product offerings.

Apple continues to improve upon their innovative products, showing their commitment to be more than the best; where other leaders would stop, Apple goes on to find new ways to one-up themselves, making the best even better.

### Impressive Results

Apple's successful move to a modern, Unix-based operating system with Mac OS X, is an amazing victory in itself. And now, OS 10.2 is living up to the vision Mac users have hoped for. It's more stable, versatile, and loaded with attractive new features. According to a recent Macworld subscriber poll, Mac users everywhere are making the transition\*:

- Nearly 3/4 of respondents (71%) expect to use OS X all or most of the time in 2003—up from 54% in 2002
- Only 7% of respondents do not expect to use OS X in 2003—a steep drop from the 25% who did not use the operating system in 2002

\*Source: Karlin Associates, Macworld Edit Quick Poll-October 2002

Virtually all key Mac applications are now available on OS X, and scores of innovative new programs have joined the line-up. Plus, OS X 10.2 makes it easier for Macs to integrate into Windows networks. Peter Lewis of Fortune calls it, "The most impressive new software so far this year..."\* OS X is the future—and the future is now.

\*Source: "Fall Technology Guide: Code of Honor,"  
Peter Lewis - Fortune, November 2002

### PC Switchers

The award-winning "Switch" advertising campaign is working. Thousands of new Mac users from all walks of life have contacted Apple with their unique success stories in converting from PCs to Macs. And according to retail managers, "Switch" commercials are bringing many customers into the stores to find out why the Mac is so great and why they should try it. Apple's research shows that 40% of people who visit the stores do not currently own a Mac. Once again, Apple has struck a chord that the public has recognized—there is a better way to compute!

# Macworld market

## **A New Frontier - The Enterprise Market**

Apple's dedication to creating innovative new products has led it beyond its traditional customer base and into the enterprise market. The slim Xserve server, along with its accompanying OS X operating software, was created to be network administrator-friendly, a truly rare accomplishment. This package is getting a lot of attention from more enterprise-oriented magazines. Giving it a rating of four out of five, Robert P. Lipschutz and Brian Kenny of PC Magazine write, "...the Xserve is an impressive server with a multitude of potential uses, excellent ease of use, plenty of storage, and a software configuration that allows for an unlimited number of connections—all at a truly reasonable price."\* Sales of the server have quadrupled, and Xserve is making its mark.

\*Source: "Apple Scores with Able Server Hardware and Software," R. Lipschutz and B. Kenny – PC Magazine, November 2002

## **The iPod- The Cross-Platform, Ultra-Growth Market**

Since the iPod became available last year, retailers have had a difficult time keeping them in stock. Now the sleek, ultra-modern iPod is even more powerful AND cross-platform, making it one of the hottest high-tech gadgets on the market. It's carried by a number of large chains who offer electronics including Best Buy, Target, and even Dell, which recently announced it will carry the Windows version of the iPod. This awesome product is a perfect example of why Apple Computer remains one of the most profitable computer manufacturers in the world.

## **Defying Analysts - The Retail Market**

While Gateway is struggling with its retail strategy, Apple Stores are doing extremely well. Apple recently announced that each of its stores have brought in an average of \$12 million in revenue annually, contrary to the negative predictions of analysts. As Charles Haddad recently remarked in his BusinessWeek Online column, "Against great odds, Apple is succeeding in establishing its own chain of stores. And they're fulfilling their purpose: bringing in new revenue rather than draining Apple's coffers. . . Apple has built a \$400 million business from scratch."\*

\*Source: "Apple's Sweet and Sour Season," Charles Haddad – BusinessWeek Online, October 22, 2002

# Macworld readership



"In personal computer magazines, Macintosh magazines have a loyal following and the magazines devoted to them performed well in the survey. Macworld ranked 2 for 'Most Commonly Carried Computers/ Electronics Magazines in College Book Stores'"

College Store Executive, December 2001

No publication reaches more influential and active buyers of Mac hardware and software than *Macworld*. *Macworld* magazine is the leading source of information and commentary on Macintosh computers and products. *Macworld* readers use technology to maximize personal and professional productivity, giving in-depth and comprehensive information that helps readers achieve results beyond their expectations.

## Subscribers

*Macworld* delivers the highest circulation among publications in the Macintosh market. It reaches creative professionals and the technically savvy who continually demonstrate unmatched purchasing influence. These reader demand performance, speed, and superior technology. They are the Mac experts at home, at work, and among their friends and family—people ask them for Mac buying advice, and they share their knowledge—influencing the purchase of vast amounts of hardware and software products.

## Creative Market

- 58% of employed subscribers have graphic/digital arts job functions including 39% graphic arts/design, 29% Internet/Web development.

Source: 1/03 Macworld Profile Study

## OS X Adoption

- 46% personally use OS X
- 37% plan to buy OS X in the next 12 months.

Source: Intelliquest CIMS Business Study v9.0

## Active Buyers

- *Macworld* reaches over 1.7 million home and business purchase influencers of computer products.
- 73% influence business purchases.

Source: Intelliquest CIMS v9.0

## Avid Readers

*Macworld* consistently ranks among the highest of all computer publications in all three measures of reader "affinity":

- 56% read 3 or 4 of the last 4 issues
- 66% read/examine advertising very/extremely closely
- 63% read 75% or more of a typical issue

Source: Intelliquest CIMS Business Study v9.0

## Influencers with Clout

- 77% buy for their department or higher.
- These business buyers purchase products for an average of 37 Macintosh computers.

Source: 1/03 Macworld Profile Study

## Display Advertising Mechanical Specifications

### COVER GATEFOLD

Flat Page (Bleed)	7.75"	10.75"
Flat Page (Trim)	7.625"	10.5"
Folded Page (Bleed)	7.375"	10.75"
Folded Page (Trim)	7.25"	10.5"

### INTERIOR GATEFOLD

Flat Page (Bleed)	7.75"	10.75"
Flat Page (Trim)	7.625"	10.5"
Folded Page (Bleed)	7.375"	10.75"
Folded Page (Trim)	7.25"	10.5"

### SPREAD

Bleed	16"	10.75"
Trim	15.75"	10.5"
Live	14.25"	9.575"

\*Gutter safety:

Between body copy - allow 1/4" on each side (1/2" total)

Between letter in headline - 1/8" on each side (1/4" total)

Between words in headline - 3/16" on each side (3/8" total)

### FULL PAGE

Bleed	8.125"	10.75"
Trim	7.875"	10.5"
Live	7.125"	9.575"

### 2 / 3 PAGE VERTICAL

Live	4.675"	9.575"
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### 1 / 2 PAGE VERTICAL

Live	3.5"	9.575"
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### 1 / 2 PAGE HORIZONTAL

Live	7.125"	4.575"
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### 1 / 3 PAGE VERTICAL

Live	2.27"	9.575"
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### 1 / 4 PAGE SQUARE

Live	3.5"	4.575"
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## MATERIALS

\*Only DIGITAL files are accepted  
Please see the Digital Ad  
Acceptance form for information  
on sending digital files.

### SEND MATERIALS TO:

#### Macworld

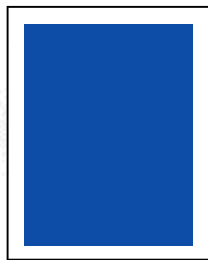
Production Department,  
501 Second Street  
San Francisco, CA 94107  
Tel. 415.243-3511  
Fax 415.243-3543

## AD CLOSE CALENDAR 2004

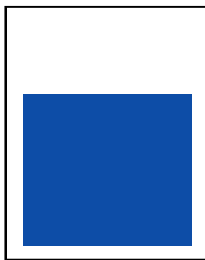
ISSUE DATE	AD CLOSING	ON SALE DATE
January	November 5, 2003	December 16, 2003
February	December 3, 2003	January 13, 2004
March	January 7, 2004	February 17, 2004
April	February 4, 2004	March 16, 2004
May	March 3, 2004	April 13, 2004
June	March 31, 2004	May 11, 2004
July	May 5, 2004	June 11, 2004
August	June 2, 2004	July 13, 2004
September	June 30, 2004	August 10, 2004
October	August 4, 2004	September 14, 2004
November	September 1, 2004	October 12, 2004
December	September 29, 2004	November 9, 2004



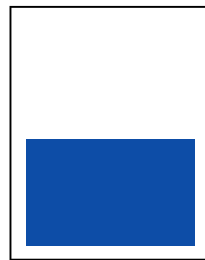
## Showcase Mechanical Advertising Specifications



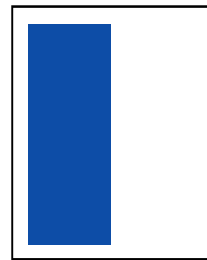
Full Page  
7-3/8" x 9-1/2"



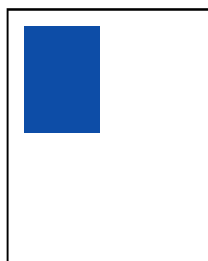
3/4 Page  
7-3/8" x 6-3/8"



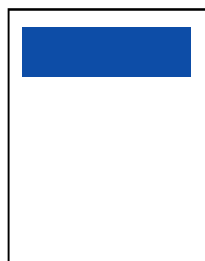
1/2 Page Horizontal  
7-3/8" x 4-3/16"



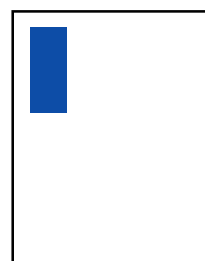
1/2 Page Vertical  
3-5/8" x 8 5/8"



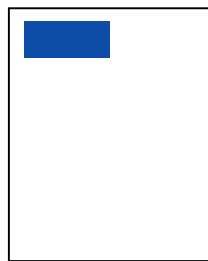
1/4 page Square  
3-5/8" x 4-3/16"



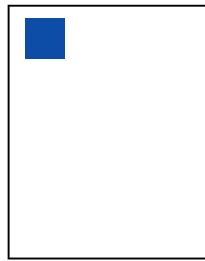
1/4 page Horizontal  
7-3/8" x 2"



1/8 Page Vertical  
1-3/4" x 4-3/16"



1/8 Page Horizontal  
3-5/8" x 2"



1/16 Page Square  
1-3/4" x 2"

### Printing Specs

Printing Process: Web Offset  
Binding Method: Perfect  
Color Definition: CMYK  
Digital Submission: Required

## General Conditions

A. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claim arising out of publication.

B. Conditions, other than rates, are subject to change by the publisher without notice.

C. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. All orders for advertisement space are subject to company credit requirements.

D. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

E. The publisher shall have no liability for errors in key numbers, the reader service section, advertiser's index, product index, or ad copy typeset by the publisher.

F. Advertisements not received by our advertising production department by closing date will not be entitled to the privilege of OK or revision by the advertiser or its agency.

G. Cancellations or changes in orders must be made in writing and be received by the publisher on or before the closing date.

H. All insertion orders accepted are subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. In the event of a change in rates not publicly announced prior to the first issue covered by the contract then in effect, space reserved may be cancelled by the advertiser or the agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate rate. Cancellation of space reservation for any other reason in whole

or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned rate.

I. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. In no event shall the publisher be liable for any damages, consequential or otherwise, in excess of amount paid for advertisement, as a result of any mistake in the advertisement or for any other reason.

J. Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agency ordered and which advertising was published.

K. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instruction that conflict with provisions of these General Conditions.

L. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

M. Publisher reserves the right to reduce the discount level at which an advertiser is being billed if it appears improbable that the advertiser will, in fact, earn that rate level. Regardless of what rate is billed, at contract year-end, the lowest rate earned will be applied and normal rebate and short-rate adjustments made for that contract year.

N. As used in this section entitled "General Conditions," the term "publisher" shall refer to Mac Publishing, L.L.C.





# Macworld

# specifications



## Before submitting your ad to Macworld, please review the following tips:

- Label all your disks with your company name. To ensure that your disk or disks are returned to you, please label disks clearly.
- Do not save your ad as an EPS file. EPS files cannot be edited. If your file needs to be corrected or changed, we will be unable to assist you if your file was saved as an EPS. This does *not* apply to Photoshop files or files from drawing applications such as Illustrator and Freehand. If your final ad is a Photoshop file, it should be flattened and saved as a Photoshop TIFF or EPS with no jpeg compression.
- Follow Macworld's mechanical specifications. Make note of the dimensions for bleed, live, and trim areas. If you do not have a current Macworld Ad Specifications sheet, please contact your sales rep.
- Fill out the Digital Ad Checklist, and submit one with each new ad you send to Macworld. This allows us to process your ad quickly and efficiently.
- Send a *final* proof of your ad. If you have any last-minute changes, please take the time to output a new proof. We check the proof against your digital file for accuracy. If they don't match, we will have to call you to clarify the discrepancy.
- After adding and/or editing a graphic, you may get a PostScript error when you try to print the ad. If you don't try to output a new proof, you won't know the file is problematic.
- Include all your original graphics files. Copy all EPS, TIFF, PICT, and any other file formats that have been imported or placed in your final layout program to the disk with your ad-layout file. Without these files, your placed images will print as low-resolution bitmaps. Make sure all EPS files are "single-file EPSs," not separation (or DCS) EPSs. DCS EPSs will print low-res. This includes Adobe PageMaker users. Although PageMaker can output high-resolution graphics even if they are not accompanied by the original graphics files, Macworld will be unable to process the files without the original graphic files.
- Scaling, cropping, rotating, and skewing graphics: For best results, scale, crop, rotate, and/or skew your graphic images in a program such as Adobe Photoshop before importing them or placing them into your layout program. This will greatly reduce the data a RIP must process in order to output your ad. Doing this will also save you a significant amount of time outputting your laser proofs.

# Macworld

# specifications



- All colors must be designated as process colors.(CMYK). Spot, Pantone (PMS) or RGB colors will not print correctly.
- Media we accept include: ZIP disks, JAZ disks, CDs and digital submissions via the Internet for files smaller than 2MB. We do not accept film.

Macworld's Production e-mail address is [production@macworld.com](mailto:production@macworld.com).

- Include all fonts used. Please use only Postscript fonts. TrueType fonts may not print correctly. Do not "style" fonts in the font palette (Clicking the **B** or *I* to bold or italicize) Fonts styled this way will not print.

## **If you need assistance:**

- Please contact the Production Department at 415.243.3511.

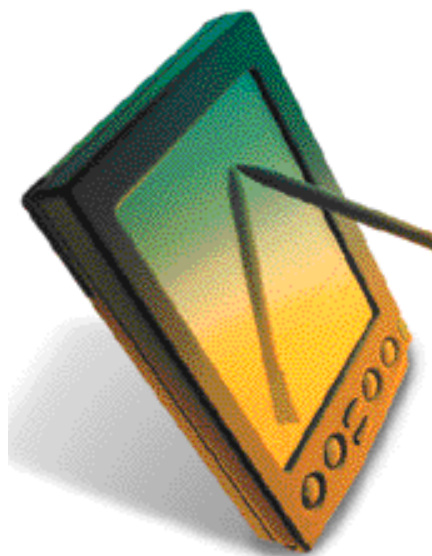
Macworld encourages advertisers who are prepared to output PDF files to submit their ads in that format. For details regarding our PDF specifications, please call the Production Department at 415.243.3511.

Additionally, we are encouraging advertisers to submit their ads through our secure FTP site. To request that an FTP account be created for your company, please contact your sales rep well in advance of your deadline.

# Macworld contacts

www.macworld.com

## THE MAC PRODUCT EXPERTS



### MACWORLD

501 Second Street  
San Francisco, CA 94107  
Tel: 415-243-0505  
Fax: 415-243-3543

[www.macworld.com](http://www.macworld.com)

**Editorial Fax**  
415-243-3545

**Sales & Marketing Fax**  
415-243-3544

**Macworld Showcase Fax**  
415-243-3544

### Sales

**Cynthia Ramsey**  
Publisher  
Tel: 973-228-3074  
[cynthia\\_ramsey@macworld.com](mailto:cynthia_ramsey@macworld.com)

**Sara Culley**  
Western Advertising  
Director  
Tel: 831-438-8408  
[sara\\_culley@macworld.com](mailto:sara_culley@macworld.com)

**Paul Bonarrigo**  
National Accounts Manager  
Tel: 508-533-4020  
[paul\\_bonarrigo@macworld.com](mailto:paul_bonarrigo@macworld.com)

**Carol Johnstone**  
Showcase Account Manager  
Tel: 415-243-3691  
[carol\\_johnstone@macworld.com](mailto:carol_johnstone@macworld.com)

**Niki Stranz**  
Showcase Account Manager  
Tel: 415-243-3664  
[niki\\_stranz@macworld.com](mailto:niki_stranz@macworld.com)

**Franck Zamora**  
Account Executive  
Tel: 415-243-3628  
[franck\\_zamora@macworld.com](mailto:franck_zamora@macworld.com)

### Online Sales

**Doug Detlefsen**  
Online Sales Manager  
Tel: 415-243-3598  
[doug\\_detlefsen@macworld.com](mailto:doug_detlefsen@macworld.com)

**Rachael Desjardins**  
Account Executive  
Tel: 415-267-4562  
[rdesjardins@macworld.com](mailto:rdesjardins@macworld.com)

### Editorial

**Jason Snell**  
Editor in Chief  
Tel: 415-243-3565  
[jason\\_snell@macworld.com](mailto:jason_snell@macworld.com)

**Terri Stone**  
Senior Features Editor  
Tel: 415-243-3563  
[terri\\_stone@macworld.com](mailto:terri_stone@macworld.com)

**Jennifer Berger**  
Senior Reviews Editor  
Tel: 415-243-3541  
[jennifer\\_berger@macworld.com](mailto:jennifer_berger@macworld.com)

**Philip Michaels**  
Senior News Editor  
Tel: 415-243-3555  
[phil\\_michaels@macworld.com](mailto:phil_michaels@macworld.com)

### Online Editorial

**Jim Dalrymple**  
Editor, Online  
MacCentral.com  
902-488-2072  
[jim\\_dalrymple@maccentral.com](mailto:jim_dalrymple@maccentral.com)

### Product Testing

**James Galbraith**  
Test Manager  
Tel: 415-243-3612  
[james\\_galbraith@macworld.com](mailto:james_galbraith@macworld.com)

### Marketing

**Kasey MacMullen**  
Marketing Manager  
Tel: 415-243-3642  
[kasey\\_macmullen@macworld.com](mailto:kasey_macmullen@macworld.com)

### Production

**Mark Frischman**  
Prepress Manager  
Tel: 415-243-3511  
[mark\\_frischman@macworld.com](mailto:mark_frischman@macworld.com)

**Megan Matteoni**  
Digital Ad Coordinator  
Tel: 415-243-3559  
[megan\\_matteoni@macworld.com](mailto:megan_matteoni@macworld.com)

# Macworld

# contacts

## Macworld Beat List As of Nov 2003

### •Business Productivity Software

Word processing, spreadsheets, presentation programs, voice recognition, PIM, e-mail programs, database apps

Primary Contact:  
**Philip Michaels**  
Tel: 415-243-3555

### •Utilities

Shareware utilities, Finder utilities, virus protection software, disk utilities, security, cross-platform

Primary Contact:  
**Jennifer Berger**  
Tel: 415-243-3541

### •Graphics

Draw, paint, web graphics, 3D, CAD, plug-ins for those programs

Primary Contact:  
**Kelly Lunsford**  
Tel: 415-243-3607

### •Display

Monitors, projects

Primary Contact:  
**Jim Galbraith**  
Tel: 415-243-3612

### •Web Publishing and Internet

Web authoring software, Web publishing systems, and standards, Web browsers, Web servers, (Web) database servers

Primary Contact:  
**Jennifer Berger**  
Tel: 415-243-3541

### •Print Publishing

Print publishing software, prepress software, asset management, PDF

Primary Contact:  
**Terri Stone**  
Tel: 415-243-3563

### •Printers

Printers

Primary Contact:  
**Kelly Lunsford**  
Tel: 415-243-3607

### •Digital Cameras

Digital cameras

Primary Contact:  
**Terri Stone**  
Tel: 415-243-3563

### •Networking

File servers, routers, 802.11, Bluetooth

Primary Contact:  
**Jennifer Berger**  
Tel: 415-243-3541

### •Storage

Removables, drives, RAID.

Primary Contact:  
**Jim Galbraith**  
Tel: 415-243-3612

### •Mac System and Hardware Upgrades

Mac OS, desktop and laptop systems, upgrade cards

Primary Contact:  
**Jim Galbraith**  
Tel: 415-243-3612

### •Scanners

Scanners.

Primary Contact:  
**Terri Stone**  
Tel: 415-243-3563

### •Audio

Sound, music, MP3 players

Primary Contact:  
**Johnathan Seff**  
Tel: 415-243-3568

### •Digital Video

Video cards, DV software, DV camcorders

Primary Contact:  
**Johnathan Seff**  
Tel: 415-243-3568

### •Input Devices

Mice, trackballs, graphics tables, keyboards, keyboard/mouse switches

Primary Contact:  
**Philip Michaels**  
Tel: 415-243-3555

### •Science, Math, Education

Academic and educational software

Primary Contact:  
**Jennifer Berger**  
Tel: 415-243-3541

### •Software Development

Programming software

Primary Contact:  
**Jennifer Berger**  
Tel: 415-243-3541

### •Gaming

Games, joystick, gaming technology

Primary Contact:  
**Kelly Lunsford**  
Tel: 415-243-3607

### \*Mobile Products and Accessories

iPod products, PowerBook accessories, products and accessories for Mac-compatible handheld computers

Primary Contact  
**Jennifer Berger**  
Tel. 415-243-3541

## MACWORLD BEAT SYSTEM

Your beat editor should be your primary contact for demos, new product releases, and other information. The editor will then pass relevant details to appropriate staff members. All editors can be reached at `firstname_lastname@macworld.com`. The fax number is: 415-243-3545.